

Visitor Services Project
Muir Woods National Monument
Golden Gate National Recreation Area
Report Summary

- This report describes the results of a study of visitors to Muir Woods National Monument during August 2-8, 1989. Four hundred and forty-three questionnaires were distributed and 341 returned, a 77% response rate.
- This report profiles Muir Woods visitors. The separate Appendix has their comments about the park and their visit. A summary of these comments is included in this report and the Appendix.
- Visitors were commonly families (69%); often in groups of four (29%) or two (28%). Thirty-six percent of visitors were 36-50 years old and 21% were under fifteen years of age. Most (72%) were on their first Muir Woods visit.
- Foreign visitors comprised 20% of the total visitation and commonly came from Germany and the United Kingdom. U.S. visitors came from California (30%), Florida (6%) and New York (6%).
- Forty-six percent of the visitors spent approximately two hours in the park. Most visitors went sightseeing in the redwoods (91%), hiking less than two hours (53%), and enjoyed photography or art (52%).
- Muir Beach and Alcatraz were the other Golden Gate NRA sites most visited (each 27%). At Muir Woods, most visitors went to Bridge 2 (89%), the entrance station (86%), and Bridge 3 (82%).
- On the day they visited, the average visitor group spent about \$155.00; the average per capita expenditure was about \$43.00. Most visitor groups (90%) had members who did not reside in the San Francisco area. Most visitors spent from \$1-50.00 (59%). Visitors spent the greater proportions of their money for lodging (38%) and food (30%).
- Visitors felt that the most important interpretive services were interpretive trail signs, trail maps and the park brochure. Of the services they used, visitors rated ranger tours, the park brochure, and trail maps as highest quality.
- Many visitors (43%) want more publications as a future interpretive service. Most visitors (61%) favor a shuttle system to Muir Woods during heavy visitation periods. Most visitors (76%) prefer no reservation system. Most who want a reservation system (54%) prefer telephone reservations.
- In planning their visits, visitors often relied on personal advice (49%), travel guides and tour books (46%), and previous visits (40%).

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.